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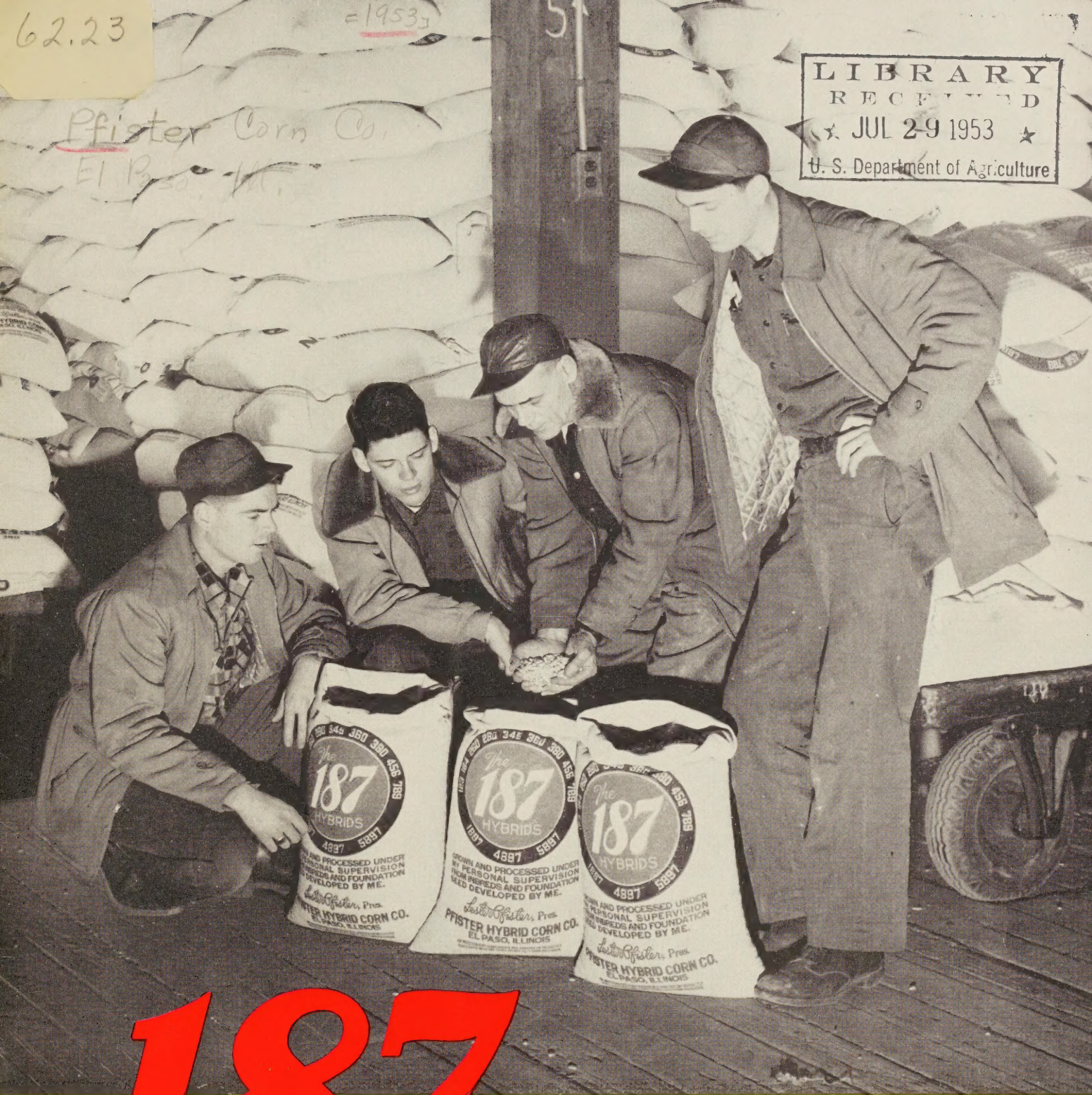
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Pfister Corn Co.
El Paso, Ill.

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187 HYBRIDS

FROM INBREDS AND FOUNDATION SEED BY

Lester Pfister

The 187 Hybrids...

The 187 Hybrids did not "just happen." Twenty-eight years of constant study of how the corn plant grows, 28 years of selecting the plants with strong and desirable traits, 28 years of decisions as to whether this inbred is not strong enough or those inbreds should be crossed—millions of decisions that had to be made in those 28 years—comprise the background of the 187 Hybrids.

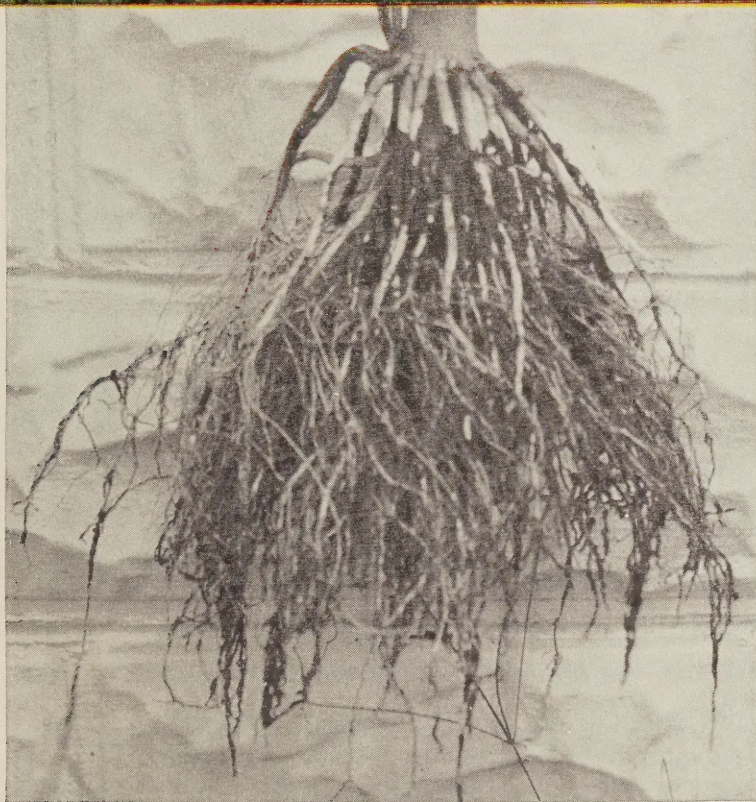
This background began *more* than 28 years ago when Lester Pfister became interested in the theory of inbreeding and spent many hours studying the basic laws of heredity. Then followed the many thousands of inbreeding experiments, the culling and sorting, the checking and re-checking of data, the heartbreaking failures of some promising lines, and finally success represented by a few dwarfed, seemingly insignificant inbred ears.

Although the inbred ears appeared insignificant, their inherent possibilities were immediately apparent when they were crossed in the proper combinations. From these and later inbreds have come the 16 different strains that make up the 187 Hybrid family.

Lester Pfister gave his first hybrid seed to his friends and neighbors. As nearby farmers learned of the great advantages of hybrid over open-pollinated seed, they came to Mr. Pfister to buy his hybrids. Today, thousands of farmers throughout the entire Corn Belt plant Lester Pfister's own seed—the 187 Hybrids. The policy governing the preparation and sale of the 187 Hybrids is founded on a statement made many years ago by Lester Pfister—"I will not offer for sale any seed that I would not plant on my own farm if farming were my only source of income."

Merle Fulton and Lester Pfister inspecting ear development in one of the inbred plots. Merle has been assisting Lester in the research program since 1936.





The corn plant grows in proportion to the amount of food it can absorb. And the better the root system, the better and faster the growth. This is the root system of the new inbred illustrated at the top of the page.

Lester Pfister and Merle Fulton are constantly experimenting with inbreds in a well-organized program to improve the fine qualities of the 187 Hybrids, and to develop new inbreds and hybrids. The inbred illustrated above, (one of several remarkable new inbreds produced by them within the last few years) has stalks about 4 feet high, heavy foliage, well-placed ears, and an exceptionally fine root system. The 3 new hybrids shown on the next page are descendants of the above inbred, and an unusual root system is one of their inherited traits. This is one of the reasons for their high yield and exceptional standability.

The Cover

... shows Lester Pfister and his 3 sons—Jerry, Dan, and Walter. Jerry and Walter are full-time employees of the Company, but Dan is still in school so he is on the job only during the summer.



THREE *Outstanding*

187 HYBRIDS

LP 555

This medium-early maturing hybrid produces a *heavy* yield of *excellent quality* grain. These two characteristics, with its lodging resistance and corn borer tolerance, make LP 555 one of the best hybrids ever offered to Corn Belt farmers. The stalks are of medium height, the ears well-placed, and it is well adapted to a wide variety of soil types in the North Central, Central and South Central sections.

LP 666

This is an outstanding new hybrid into which have been combined all of the desirable characteristics of high yield, lodging resistance, corn borer tolerance, quality, and wide adaptability to soil types. The stalks are of medium height, and the large cylindrical ears are well placed. If your farm is in the Central, South Central or Southern section of the Corn Belt, you will find LP 666 highly satisfactory.

LP 777

A truly distinctive hybrid of medium maturity, well adapted to a wide range of seasonal conditions and soil types. It does *especially* well on the lighter type soils. The stalks are of medium height with well placed utility type ears. The plants are lodging resistant and corn borer tolerant. Test plot results indicate that LP 777 is the coming champion in the Central, South Central and Southern sections of the Corn Belt.





These three hybrids, offered for the first time in 1951, have shown a phenomenal growth in farmer preference. We are trying to increase production fast enough to satisfy all requests for seed, but so far have been unable to do so. (These hybrids are from new inbred lines developed by us and never released to any individual or company.)

LP 112

An early hybrid developed by the Pfister Hybrid Corn Co. Ears are large and well formed with medium rough kernels. Stalks are medium to low in height with ears well placed on the stalks. It has excellent standability and very vigorous seedlings which start fast. This is the earliest hybrid ever produced by us. It is well adapted to the North and North Central sections of the Corn Belt.



LP 123

Large eared, deep grained, medium-early maturing hybrid. Medium height stalks and ears, sparse foliage. Combines high yield and early maturity. Well adapted to feeding. Has wide range of adaptability.





LP 260

One of the favorite medium early hybrids. Resistant to corn borer, adapted to wide range of soil conditions. Grain of excellent quality, lodging resistant, widely used in North Central and Central sections. Steadily growing in popularity.



LP 280

Medium early maturing hybrid, large eared, dark green foliage, stiff stalks and ears medium height. Widely used in North Central sections. Adapted to North Central and Central sections.





Paul, his father John, and some LP 456 ears. Paul plays basketball about the same way that he raises corn—he scored 31 points in one game last season!

164 BUSHELS PER ACRE WITH LP 456!

Paul Rowher, a junior in Dike High School, Grundy County, Iowa, turned over a 10-acre pasture of blue grass sod on his father's farm, planted LP 456 in regulation 40" rows, and registered it as part of his 4H Club work. He did not think it necessary to use commercial fertilizer, and later found that his judgment was good.

When the official committee checked his yield, Paul found that he had established a new high in Grundy County records and that he was among the 1952 leaders in the State of Iowa 10-acre yield tests with an average yield of 164.2 bushels per acre!

Paul does not intend to rest on his laurels but hopes to set even better records after he has finished his college work at Iowa State College at Ames. He will be a Freshman in September.

One of the 187 Hybrids will fit your needs and soil conditions as well as LP 456 fit the Rowher farm. Have you discussed the question with your local 187 Hybrid dealer? You should know some of the interesting facts about these hybrids.





LP 360

One of the oldest and best known hybrids in production today. Developed by Lester Pfister when the hybrid business was in its infancy. Unsurpassed where high yield, shelling percentage and quality are desired. Adapted to North Central and Central sections.

LP 360 I

Introduced three years ago this hybrid has been steadily gaining in popularity. It combines high yield, quality and standability to make a dependable hybrid for the Central and North Central sections.



LP 380

One of the best hybrids in production today with a wide range of adaptability. Stalks and ears are medium height. Excellent quality. Lodging resistant. Very dependable year after year. Used in North Central, Central, and South Central sections.



LP 4897


One of the Corn Belt favorites, excellent quality, heavy dark green foliage, resistant to drought, disease and insects. Medium large cylindrical ears. Medium early maturity, stalks and ears medium height. Used in North Central, Central and South Central sections.



LP 5897

A very uniform, medium early hybrid. Adapted to a wide range of soil and seasonal conditions. Grain excellent quality and plants are dark green and of medium height. Ears similar to 380. Used in North Central, Central and South Central sections.





LP 1897

The hybrid that has grown by its performance over a wide area because of its ability to adjust itself to variable conditions. Large cylindrical ears, deep grains, medium height, stiff stalks, grain of good quality. Adapted to wide range of soil types and is used widely in Central, South Central and Southern sections.



LP 456

An outstanding hybrid. Combines the desirable characteristics of high yield, quality, adaptability and lodging resistance into one great hybrid. Ears are medium height on stalks, and are large and cylindrical. Well adapted for North Central, Central and South Central sections.



Walter Wilkinson and J. R. Wilkinson (who bought Revolution's Bandolier 11th) with F. W. Hoover and Paul Purviance.

... AND HE GREW UP ON *187 Hybrids!*

Revolution's Bandolier 11th — 1330309 — was first in his class and Reserve Champion at the Iowa State Angus Breeders Sale in 1952, and topped the bull sale at \$4800. He was bred on the F. W. Hoover Angus Farm at Ellston, Iowa, where he was calved on February 16, 1950. On December 10, 1950, Mr. Paul Purviance of Minburn, Iowa, selected him for breeding his registered Angus cows, and later fitted him for the State sale where he established the above record.

Mr. Purviance farms 455 acres $7\frac{1}{2}$ miles west of Minburn, Iowa. In addition to his Angus cattle, he raises between 800 and 900 hogs each year. To feed this livestock he raises,

among other things, 150 acres of oats, a large acreage of alfalfa, and about 220 acres of 187 hybrids.

Doesn't it follow that a farmer who recognizes and promotes the top blood lines in Angus cattle should also recognize and plant the equivalent in seed corn?

The answer, of course, is obvious—and it is just as obvious that *you* should plant top-producing 187 Hybrids on *your* farm—whether you are a producer of prize-winning cattle, fine hogs, or top-quality market corn. Talk with your local representative now, and reserve your 187 Hybrid seed for 1954, while the hybrid you want is still available.



LP 7892

Medium-late maturing, large eared, stiff stalked hybrid with a wide range of adaptation. Grains are very deep and of good quality. Adapted to Central, South Central and Southern sections.



LP 164

One of our truly great hybrids. Large eared, deep grained, stiff stalked with medium height ears, grain of good quality. Medium-late maturing and widely used in Central and South Central sections.





If Seed Corn were an assembly-line product . . .

If hybrid seed corn were produced like Fords, Plymouths, or Chevrolets, there would be no great problem in making a choice because a hybrid of a certain number would grow, mature, and produce exactly the same in any part of the Corn Belt. In a general way, you would get about the same number of miles out of any one of the cars in the same price bracket, and about the same riding comfort . . . but *not* the same personal satisfaction. So it is with seed corn—you want a hybrid that fills *your* need and fits *your* farm.

The sixteen 187 Hybrids offer you a wide range of characteristics, ear types, and maturities from which you can pick a hybrid to *fit* your need. And behind each of the sixteen hybrids are the years of experience and the integrity of one of the foremost corn breeders in the industry—Lester Pfister. You can profit from this experience by planting Lester Pfister's own seed—the 187 Hybrids.

See your local dealer within the next few days and get your reservation on file.

Order your **187 Hybrid Seed NOW!**

. . . AND GET THE HYBRID NUMBER AND GRADE SIZE YOU WANT FOR 1954.

Policies

The Pfister Hybrid Corn Company and the Pfister Corn Company are corporations owned and operated by the Lester Pfister family and devoted exclusively to the production and sale of hybrid seed corn produced from inbreds and foundation seed developed by Lester Pfister during the past twenty-eight years.

The Pfister Hybrid Corn Company was organized by Lester Pfister in May 1936. It is an independent corporation not associated either directly or indirectly with any other hybrid seed producer. This company, under the personal management of Lester Pfister, owns and operates its own production and processing equipment. It is responsible for all production details and the maintenance of standards of all commercial hybrid seed bearing the name of Lester Pfister on the bag.

Pfister Corn Company was organized for the sale and distribution of all hybrid seed grown and processed by the Pfister Hybrid Corn Company. In recognition of its responsibility to provide adequate supplies of the hybrids and grade sizes preferred by its customers, the Pfister Corn Company has adopted the following policies:

Future Orders — Future orders are, in effect, reservations for the customers' requirements, subject to confirmation following price announcement.

New Orders — New orders, for which no reservations have previously been made, will be accepted by the company, in the order received, (following price announcement) if there is an unsold supply of the hybrid and grade size specified on the order.

Returned Seed — Returned corn cannot be accepted by the company or the company's dealers (unless found to be other than as represented on the tag) since delivery of seed to customers prevents any possible re-sale of that corn.

PFISTER HYBRID CORN COMPANY
PFISTER CORN COMPANY
Lester Pfister, *President*





PFISTER CORN CO., EL PASO, ILL.

